



# Export Market Development Grants (EMDG)

Reimbursement scheme - final grant year 2020-21

Guide to Schedule 1A - Export Expenses – Overseas Representation

June 2021

## GUIDE TO WHAT YOU CAN CLAIM

Overseas representation is when you engage a person in an overseas country on a long-term basis to promote your product. Austrade generally considers long term arrangements to be 12 months or more. You may claim all reasonable expenses incurred to have your overseas representative act on your behalf to promote your product, such as:

- Market research and marketing activities undertaken by the representative
- Maintaining an office and motor vehicle for the representative (apportioned appropriately)
- The salary of the representative (apportioned appropriately)
- Advertising or trade fairs organised by the representative.

Overseas representatives who are relocated from Australia must be engaged (residing) overseas for at least 12 months.

**Expenses under the overseas representation category are capped at A\$200,000 per application.**

However, to ensure you receive maximum benefit from this category, you should list all the eligible expenses.

You cannot claim the cost of:

- Capital items
- success fees or commissions charged by the representative
- activities that are not promotional, such as after-sales service, post contractual training, sourcing of products
- activities to promote your products that are not eligible products under EMDG
- any activity done on your behalf which is import-related
- Non-promotional activities your representative carries out for you, such as performing paid services, supplying after-sales service, post contractual training, sourcing of products, arranging clearance, warehousing or collection of goods or importing.

**Note: Austrade conducts detailed checks of overseas representative claims and may visit your representative as part of these checks.**

## Guide to what you need to provide on this schedule

Please complete a separate schedule for each representative. Make sure your overseas representative's details are completed on the schedule.

Note:

- Please make sure that the address you provide for your representative is their actual address (primary place of business) rather than a 'registered' or 'serviced' office.
- If there is a change in your representatives contact details after you have lodged your application please contact Austrade and notify us of the change.

### **Describe your representatives activities**

Provide a description of activity undertaken by your overseas representative for whom you have incurred the expense, such as:

- Salary of representative
- Airfare for marketing visit to another country
- Newspaper advertising organised by representative

### **Expense Item**

List the expense items, such as rent, salary, or airfares.

### **Payment Date**

The date of payment for expenses must be during the grant year (or for first-time applicants, the grant year and the previous year).

Date of payment: give the date on which the expenses were acquitted. For payment by cheque, payment order or credit card, give the date your bank or financial institution or credit card was debited.

### **Country**

State the country/countries that the Overseas Representative has undertaken marketing and promotional activities on your behalf for eligible products.

If entering multiple countries for a row in the template, you need to type the Country name separated by a semi-colon (;) and space.

### **Supporting evidence**

Detail the evidence you have to substantiate the expense claimed, such as invoice, agreement, report of work carried out. Translations are required for foreign language documents.

### **Payment Method**

Payment method: state how the expense was acquitted by the applicant e.g. cheque, bank transfer etc.

Please note: the descriptions below are the only ones you can use on the online application form:

- BPay
- Cash
- Cheque
- Contra
- Credit card
- Debit Card
- Direct Debit
- EFT (electronic funds transfer)
- Journal
- Offset
- PayPal
- T/T (telegraphic transfer)

### **Total Amount (whole Australian dollars) total retainer / expenses**

State the amount claimed in whole Australian dollars in either the Total Retainer or Total Expenses columns. In the '% claimed' columns, state as a percentage the proportion of your overseas representative's time that was spent on activities relating to the promotion of the eligible products you are seeking to export. This will automatically be used to calculate the claimed retainer and claimed expenses. You must be able to demonstrate the basis of the apportionment